

IMAGE MAKERS BACK AT WORK

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The memorial services for Martin Luther King in Atlanta last month provided opportunity for all of the major presidential aspirants to demonstrate their deep concern for the Negro. They came to the city en masse. We would like to feel that they came with purity of heart to pay an honest tribute to the prominent Negro leader. However, knowing the nature of politicians, it was difficult to avoid some suspicion that they might have been equally motivated by a concern for the Negro vote.

In the foreground, trying hardest of all (and we sincerely hope it will insure his ending up second best) was New York's junior senator, Robert F. Kennedy. The incident that typifies Bobby and his helpers was buried in the small print of a back-page article in the Atlanta papers. As the Senator's own, private, \$700,000-plus Lear jet approached the airport, his aides on the ground were horrified to discover that a swank new Thunderbird had been supplied for his transportation. As it would never do for Bobby to visit the underprivileged in anything so fancy, a burst of frenzied activity secured and hastily substituted an ordinary Ford sedan. The image of Robert, the common man among the common people in the common man's car, is the kind of stuff that soul brotherhood and votes are made of.